

INTERCOLLEGIATE BROADCASTING SYSTEM

Middle Atlantic Region

Regional Office: Station WRSU
Rutgers University
New Brunswick, N. J.

Report: Regional Meeting for the Middle Atlantic Region - March 13 & 14, 1948
at Princeton University, Princeton, N. J.

To: Executive Committee and Regional Representatives

Present:

(see attached list)

- 1)- Warren H. Simmons, Station Manager of WPRU, announced the withdrawal of WPRU from IBS and the formation of the IVY Network which is made up of Dartmouth, Harvard, Pennsylvania, Princeton and Yale. He stressed the fact that the withdrawal was caused by financial pressure and not by any lack of interest in the welfare and development of IBS. He pointed out that unlike the large majority of stations in IBS WPRU does not receive any financial support from the university or from the students, and is solely dependent for its existence upon advertising. Princeton, being a small town, is greatly over-advertised because of the presence of close to a dozen publications on campus. This situation means that WPRU must obtain national advertising and must obtain it in the immediate future. Simmons believes that the IVY Network, composed of five established stations, will be financially successful and will prove to businessmen that college radio is a good medium for advertising. Once the network has proven itself and is on a sound financial basis, there is every possibility that the network will become part of IBS.
- 2)- ^uDouglas R. Adams, Technical Director of WPRU and Regional Engineer, gave a brief report of his activities, handed in his resignation, and submitted recommendations as to the future duties and operations of the original engineer.
- 3)- Report by Donald Niemann stressed the fact that insufficient time on his part had been responsible for the slow development of the Middle Atlantic Region. He emphasized that the region can be the strongest within IBS but that it would require considerable effort on the part of the next Regional Director. He said that he, like Simmons, regretted WPRU's resignation from IBS but saw it as the only way out if the station were to remain on its monetary feet. He also said that Princeton would like to remain in close contact with the region and cooperate in any way it can.
- 4)- Regional policy decided at this meeting:
 - (A) The Members of the Middle Atlantic Region do not wish the contract between Avery-Knodel and IBS to be renewed.~~when~~
 - (B) The Middle Atlantic Region will refuse to recognize, after the expiration of the present contract with Avery-Knodel, any advertising representative retained by IBS.
 - (C) After discussion of the possibility of withdrawing from IBS, the members of the MA Region decided to remain with the organization, but will organize as a closely knit group in the future.
 - (D) The Members of the MA Region feel a moral obligation to assume part of the present debt of IBS. The exact amount to be assumed will be decided at a future meeting after discussion with the IBS Business Manager.
 - (E)

THE UNIVERSITY OF CHICAGO

1871-1872

1890

1. The following information is taken from the notes of the

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1871

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(E)- The Middle Atlantic Region will encourage the payment of IBS dues by all its members.

5) Specific Aims of the Middle Atlantic Region:

- (A) To achieve a closely knit organization in regard to administration and operation.
- (B) To strengthen the financial condition of the stations by obtaining advertising on a regional basis.
- (C) To improve the quality of programming by facilitating the exchange of scripts, transcriptions, and general program material.
- (D) To improve the technical performance of the stations by facilitating the exchange of technical data and equipment.

- 6) Upon the resignation of Donald Niemann, Charles J. Brookwell, Jr. was appointed temporary Regional Director to serve until the next regional meeting. Brookwell is Station Manager of WRSU, Rutgers University.
- 7) Matte Zuck, Technical Director of WRSU, was appointed temporary Regional Engineer to serve until the next regional meeting.
- 8) The positions of Regional Program Director and Regional Business Manager were not filled.
- 9) At the present time there will be no assessment of regional dues to support the regional administration.
- 10) Each delegate to the conference was asked to investigate the possibilities of using "Ham" radio as a communication medium within the region.
- 11) The members of the MA Region accepted the invitation of WKCR to hold their next regional meeting at Columbia University on Saturday and Sunday, April 17th and 18th.

(2) - The Middle Atlantic Region will encourage the payment of 100 dues by all its members.

- (3) Specific aims of the Middle Atlantic Region:
 - (a) To achieve a closely knit organization in regard to administration and operation.
 - (b) To strengthen the financial condition of the stations by obtaining advertising on a regional basis.
 - (c) To improve the quality of programming by facilitating the exchange of all analysis, transcriptions, and general program material.
 - (d) To improve the technical performance of the stations by facilitating the exchange of technical data and equipment.
- (4) When the resignation of Donald H. Brown, Executive Director, was accepted, the position of Executive Director was filled by the next regional appointed temporary Regional Director to serve until the next regional meeting. Brownwell is Station Manager of WABU, Rutgers University.
- (5) Walter Ruck, Technical Director of WABU, was appointed temporary Regional Director to serve until the next regional meeting.
- (6) The positions of Regional Program Director and Regional Business Manager were not filled.
- (7) At the present time there will be no assessment of regional dues to support the regional administration.
- (8) Each delegate to the conference was asked to investigate the possibilities of using "ham" radio as a communication medium within the region.
- (9) The members of the SA Region accepted the invitation of WABU to hold their next regional meeting at Columbia University on Saturday and Sunday, April 17th and 18th.